Home Appliance *NewsLine*

An AHAM Bulletin to Editors

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HOME APPLIANCE SHIPMENTS MODERATE AS SECOND-HALF OF 1989 BEGINS

CHICAGO -- July shipments of major home appliances surpassed 3.6 million units, but failed to reach the July 1988 level, reports the Association of Home Appliance Manufacturers (AHAM).

Shipments in nearly all appliance categories were down in July, resulting in an 8.1% decline for the month.

Only two products surpassed their year-ago levels. Shipments of microwave ovens (760,900 units) increased by 2.0%, and strong demand for dehumidifiers (85,500 units) caused a 127.4% surge in shipments over the relatively low level of one year earlier.

While July shipments were down, year-to-date shipments of nearly 29.6 million units were up 3.0%. By year-end, however, they too will be down, according to the latest industry forecast.

1989 shipments are expected to decline by 2.1% from the 1988 level to a year-end total of nearly 48.3 million units.

The shipment decline comes as no surprise to an industry with consecutive record years from 1984 through 1987 and a better-than-anticipated 1988. Record levels were not expected to continue indefinitely.

Although shipments of practically all products are forecast to decline this year, a year-end total of 48.3 million units is likely to rank 1989 as one of the industry's top five years.

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MAJOR HOME APPLIANCE INDUSTRY SHIPMENTS*, THOUSANDS OF UNITS
July, 1989

	JULY			CALENDAR YEAR TO DATE		
	1989	1988	% Change	1989	1988	% Change
ALL MAJOR APPLIANCES**	3,653.9	3,974.0	-8.1%	29,591.0	28,736.0	3.0%
COOKING - TOTAL	1,115.2	1,133.8	-1.6%	9,010.9	8,597.5	4.8%
ELECTRIC RANGES - TOTAL	217.5	245.4	-11.4%	1,715.8	1,794.7	-4.4%
Free Standing	171.8	200.0	-14.1%	1,352.6	1,433.6	-5.7%
Built-in	45.6	45.4	0.4%	363.2	361.0	0.6%
GAS RANGES - TOTAL	148.8	156.6	-5.0%	1,185.6	1,227.1	-3.4%
Free Standing	141.5	147.3	-3.9%	1,121.5	1,153.2	-2.7%
Built-in	7.3	9.3	-21.5%	64.4	73.9	-12.9%
MICROWAVE OVENS/RANGES***	760.9	746.2	2.0%	6,204.3	5,679.2	9.2%
HOME LAUNDRY - TOTAL	742.6	787.9	-5.7%	6,207.7	6,094.7	1.9%
AUTOMATIC WASHERS	437.2	459.7	-4.9%	3,603.3	3,536.3	1.9%
DRYERS - TOTAL	305.4	328.3	-7.0%	2,604.4	2,558.4	1.8%
Electric	236.2	254.4	-7.2%	2,011.4	1,986.5	1.3%
Gas	69.2	73.8	-6.2%	593.1	571.9	3.7%
KITCHEN CLEAN UP - TOTAL	556.2	675.1	-17.6%	4,684.4	4,738.5	-1.1%
DISPOSERS	285.4	345.2	-17.3%	2,472.3	2,389.0	3.5%
DISHWASHERS - TOTAL	256.7	312.2	-17.8%	2,089.4	2,214.4	-5.6%
Built-in	243.7	296.4	-17.8%	1,971.0	2,073.6	-4.9%
Portable	12.9	15.8	-18.4%	118.5	140.8	-15.8%
COMPACTORS	14.2	17.7	-19.8%	122.6	135.1	-9.3%
FOOD PRESERVATION - TOTAL	789.8	934.0	-15.4%	4,882.4	4,881.4	0.0%
REFRIGERATORS	660.4	778.4	-15.2%	4,158.4	4,116.6	1.0%
FREEZERS - TOTAL	129.4	155.6	-16.8%	724.0	764.8	-5.3%
Chest	75.1	85.3	-12.0%	413.3	412.7	0.1%
Upright	54.3	70.3	-22.8%	310.7	352.0	-11.7%
HOME COMFORT - TOTAL	450.0	443.2	1.5%	4,805.6	4,423.9	8.6%
ROOM AIR CONDITIONERS	364.6	405.7	-10.1%	4,303.1	3,857.6	11.5%
DEHUMIDIFIERS	85.5	37.6	127.4%	502.5	566.2	-11.3%

* Domestic plus export shipments: includes both U.S. produced and imported products.
** Numbers do not add because of overlapping product categories.
*** Includes microwave ovens and combination microwave ovens/ranges.